

Guide to New Ideas, Services, and Activities of The American Bankers Association

A.B.A.—GENERAL			A Preliminary Examination of A.B.A.'s "Unpre- dictable Creature"— F. Prior			Meet President Rogers — R. L. Kraybill		
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Atlantic Bank (New York, N.Y.) Advertises in Many Languages (photo)	May	63	ANNIVERSARIES			Economic Development of Rural America in the 1970s—T.G. Brown		
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Citizens & Southern Banks (Ga.) Win Award for Charge Card Advertising	Oct.	48	CONTESTS			Bank of Zachary (Zachary, La.) Celebrates 65th Birthday		
Citizens Bank (Flint, Mich.) Installs Chimes and Waits for Community Reaction	May	64	EXHIBITS			First Natl. Bank (Casper, Wyo.) Celebrates 80th Birthday with "Oldest Cancelled Check" Contest		
City Natl. Bank (Detroit, Mich.) Installs 53-Foot High Sign (photo)	June	69	MARKETING			Lake Shore Natl. Bank (Chicago, Ill.) Celebrates 50th Anniversary		
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Downers Grove Natl. Bank (Downers Grove, Ill.) Uses Cartoon Character in Advertising (photo)	Apr.	65	RADIO			Union Planters Natl. Bank (Memphis, Tenn.) Cuts 600-pound Cake for 100th Birthday		
Farmers & Merchants Natl. Bank (Bridgeport, N.J.) Gives Away Christmas Ornaments (photo)	Nov.	62	SERVICES			ANTITRUST LAWS		
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Milliken Natl. Bank (Decatur, Ill.) Gives Away Irish Pennies on St. Patrick's Day (photo)	May	63	Selling the Country Banker—F. Bailey, Jr.			See also MERCERS		
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			Buffalo Bank Starts Farm Plan					
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Burton, John C., ed. Corporate Financial Reporting: Conflicts and Challenges.	Feb.	12
Candilis, Wray O. The Economy of Greece: 1944-66	Aug.	10
Carey, John L. The Rise of the Accounting Profession: From Technician to Professional—1896-1936	Nov.	14
Data Processing Management Assn. Data Processing (Volume XIII).	Oct.	14
Dearden, John. Essentials of Cost Accounting.	Sept.	12
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Heyel, Carl. Computers, Office Machines, and the New Information Technology.	May	10
Hirsch, Fred. Money International: Economics and Politics of World Money	Jan.	9
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Krooss, Herman E., ed. Documentary History of Banking and Currency	Aug.	10
Krow, Harvey A. Stock Market Behavior: The Technical Approach to Understanding Wall Street	Apr.	8
J. K. Lasser Tax Institute. J. K. Lasser's 53 New Plans for Saving Estate & Gift Taxes	Apr.	10
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Loll, Leo M., Jr. and Buckley, Julian G. Questions and Answers on Securities Markets	Oct.	14
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